Name\_\_\_\_\_\_\_\_\_\_

Marketing research-Finding solutions to problems through

carefully designed studies involving consumers.

Product improvements come from-ideas of consumers and from their experience in using the product

before.

Marketing research steps-

1-Define the problem

2-Study the situation

3-Develop a data collection procedure

4- Gather and analyze information

5-Propose a solution

Secondary research- Analyzing existing information gathered for

another purpose but to solve a current problem.

Primary research-Studies carried out to gather new information

for a current problem.

Focus groups-Group discussion about agrees of disagreement.

Product-Everything a business offers to satisfy a customer's

need.

Packaging-Provides protection and security for the product

before it's used.

Idea development-Generating new product ideas.

Idea screening-Evaluation of product ideas.

Strategy development-If the product is good, then a plan must

be made about every little detail to know what to do with it.

Full scale production-The product goes full-scale and is fully

open to the market and being more developed.

Services-activities consumed the same time they are

produced.

Intangible-having no physical form

Inseparable-when they are consumed the same time they are

produced.